

FACSIMILE COVER SHEET

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To: U.S. Patent and Trademark Office

Facsimile No.: (571) 273-8300

From: John C. Pokotylo, Esq.

Date: September 27, 2010

Number of Pages Including Cover: 6

MESSAGE: FORMAL SUBMISSION OF:

- 1) Transmittal (1 pg.);
- 2) Fee transmittal (1 pg.);
- 3) Request for a One (1) Month Extension of Time (2 pgs.); and
- 4) Notice of Appeal (1 pg.).

Attorney Docket No.: Google-115 (GP-089-03-US)

Appl. No.: 10/676,195

Applicants: Andrew FIKES, et al.

Filed: September 30, 2003

Title: SYSTEM AND METHOD FOR AUTOMATICALLY TARGETING WEB-BASED ADVERTISEMENTS

TC/A.U.: 1796

Examiner: Tri V. Nguyen

CERTIFICATE OF FACSIMILE TRANSMISSION

I hereby certify that this paper (and any accompanying paper(s)) is being facsimile transmitted to the United States Patents and Trademark Office on the date shown below.

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Modified PTO/9B/21 (08-00)

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TRANSMITTAL FORM

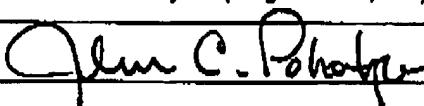
(to be used for all correspondence after initial filing)

		Application Number	10/676,195
		Filing Date	September 30, 2003
		First Named Inventor	Andrew PIKES
		Group Art Unit	1796
		Examiner Name	Tri V. Nguyen
Total Number of Pages in This Submission		Attorney Docket Number	Google-115 (GP-089-03-US)

ENCLOSURES (check all that apply)

<input checked="" type="checkbox"/> Fee Transmittal Form <input type="checkbox"/> Fee Attached	<input type="checkbox"/> Assignment Papers (for an Application) <input type="checkbox"/> Drawing(s)	<input type="checkbox"/> After Allowance Communication to Group
<input type="checkbox"/> Amendment / Reply <input type="checkbox"/> After Final <input type="checkbox"/> Affidavits/declaration(s)	<input type="checkbox"/> Licensing-related Papers <input type="checkbox"/> Petition <input type="checkbox"/> Petition to Convert to a Provisional Application <input type="checkbox"/> Power of Attorney, Revocation Change of Correspondence Address. <input type="checkbox"/> Terminal Disclaimer <input type="checkbox"/> Request for Refund <input type="checkbox"/> CD, Number of CD(s) _____	<input type="checkbox"/> Appeal Communication to Board of Appeals and Interferences <input checked="" type="checkbox"/> Appeal Communication to Group (Appeal Notice, Brief, Reply Brief) <input type="checkbox"/> Proprietary Information <input type="checkbox"/> Status Letter <input type="checkbox"/> Postcard Receipt <input type="checkbox"/> Other Enclosure(s) (please Identify below):
Remarks		

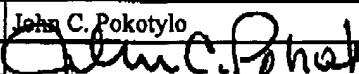
SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT

Firm or Individual name	John C. Pokotylo (Reg. No. 36,242)
Signature	
Date	September 27, 2010

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Date	September 27, 2010

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Sep. 27. 2010 5:03PM STRAUB & POKOTYLO

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Modified PTO/5B/17 (01-03)

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FEE TRANSMITTAL for FY 2010

Effective 09/30/2007. Patent fees are subject to annual revision.

 Applicant claims small entity status. See 37 CFR 1.27

TOTAL AMOUNT OF PAYMENT (\$ 670.00)

Complete if Known

Application Number	10/676,195
Filing Date	September 30, 2003
First Named Inventor	Andrew FIKES
Examiner Name	Tri V. Nguyen
Art Unit	1796
Attorney Docket No.	Google-115 (GP-089-03-US)

METHOD OF PAYMENT (check all that apply)

 Check Credit card Money Order Other None
 Deposit Account:

Deposit Account Number	50-1049
Deposit Account Name	Straub & Pokotylo

The Commissioner is authorized to: (check all that apply)

 Charge any underpayment of fee(s) indicated below Credit any overpayments submitted herewith Charge any additional fee(s) due in connection with the filing submitted herewith Charge fee(s) indicated below, except for the filing fee in the to the above-identified deposit account.

FEE CALCULATION

1. BASIC FILING, SEARCH & EXAMINATION FEES

Large Entity Small Entity

Fee	Fee	Fee Description	Fee Paid
(S)	(S)		
1090	545	Utility fee	
460	230	Design fee	
720	360	Plant fee	
1620	780	Reissue fee	
220	110	Provisional fee	
SUBTOTAL (1) (\$ 0.00)			

2. EXTRA CLAIM FEES FOR UTILITY AND REISSUE

Total Claims	-20** =	X	=	Fee Paid
Independent Claims	- 3** =	X	=	
Multiple Dependent				

Large Entity	Small Entity	Fee	Fee	Fee Description
Code (\$)	Code (\$)	(S)	(S)	
1202 52	2202 26	Claims in excess of 20		
1201 220	2201 110	Independent claims in excess of 3		
1203 360	2203 185	Multiple dependent claim, if not paid		
1204 220	2204 110	**Reissue independent claims over original patent		
1205 52	2205 26	**Reissue claims in excess of 20 and over original patent		
SUBTOTAL (2) (\$ 0.00)				

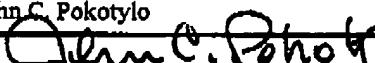
**or number previously paid, if greater. For Reissues, see above

3. ADDITIONAL FEES

Large Entity Small Entity

Fee Code (\$)	Fee Code (\$)	Fee Description	Fee Paid
1061 130	2051 65	Surcharge - late filing fee or oath	
1062 60	2052 25	Surcharge - late provisional filing fee or cover sheet	
1D53 130	1053 130	Non-English specification	
1912 2,620	1812 2,620	Filing a request for ex parte reexamination	
1804 920*	1804 920*	Requesting publication of SIR prior to Examiner action	
1805 1,840*	1805 1,840*	Requesting publication of SIR after Examiner action	
1251 130	2251 85	Extension for reply within first month	130.00
1252 490	2252 245	Extension for reply within second month	
1253 1,110	2253 585	Extension for reply within third month	
1264 1,730	2264 865	Extension for reply within fourth month	
1255 2,360	2255 1,175	Extension for reply within fifth month	
1401 540	2401 270	Notice of Appeal	540.00
1402 540	2402 270	Filing a brief in support of an appeal	
1403 1,080	2403 640	Request for oral hearing	
1451 1,510	1451 1,510	Petition to Institute a public use proceeding	
1452 540	2462 270	Petition to revive - unavoidable	
1453 1,820	2463 810	Petition to revive - unintentional	
1501 1,510	2501 755	Utility issue fee (or reissue)	
1502 880	2502 430	Design issue fee	
1603 1,190	2503 565	Plant issue fee	
Petitions to the Commissioner - check fee sheet			
1807 50	1807 50	Processing fee under 37 CFR 1.17(c)	
1808 180	1808 180	Submission of Information Disclosure Stmt	
8021 40	8021 40	Recording each patent assignment per property (times number of properties)	
1809 810	2809 405	Filing a submission after final rejection (37 CFR 1.129(e))	
1810 810	2810 405	For each additional invention to be examined (37 CFR 1.129(b))	
1801 810	2801 405	Request for Continued Examination (RCE)	
1802 900	1802 900	Request for expedited examination of a design application	
Other fee (specify)			
* Reduced by Basic Filing Fee Paid			SUBTOTAL (3) (\$ 670.00)

SUBMITTED BY (Complete if applicable)

Name (Print/Type)	John C. Pokotylo	Registration No. (Attorney/Agent)	36,242	Telephone	(732) 936-1400
Signature		Date	September 27, 2010		

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This collection of information is required by 37 CFR 1.17 and 1.27. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 12 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, Washington, DC 20231.